Subject: Re: Intro: Broken Spanish
Date: Monday, December 14, 2015 2:03:51 PM Pacific Standard Time
From: Laura Hill
To: Alexis Halejian

Same to you!! Thank you for your flexibility.

Best,
LH

Laura Hill
Communications and Policy Manager

South Park Business Improvement District
Celebrating 10 Years
1333 South Hope St, Los Angeles, CA 90015
laura@southpark.la | o. 213 663 1110 | c. 314 956 4425
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24/7 DISPATCH: 866-560-9346

From: Alexis H <AlexisH@SproutLA.com>
Date: Monday, December 14, 2015 2:00 PM
To: Laura Hill <laura@southpark.la>
Subject: Re: Intro: Broken Spanish

Agreed! No worries! Circle back to me then ;)
Thanks!
Happy happy holidays, so glad we are connected! More to come, Alexis

Alexis Halejian
Sprout LA // Senior Director
Marketing & Digital
712 S Santa Fe Ave #103, LA, CA 90021
Cell 201.658.2445

> On Dec 14, 2015, at 1:33 PM, Laura Hill <laura@southpark.la> wrote:
>
> Let's actually touch base when I return. I will be back by Tuesday, 1/5, and my guess is that that week will be too crazy.
>
> Best,
> LH
>
> Laura Hill
> Communications and Policy Manager
>
> <3D339B85-199A-418C-A8FF-06A88821F551[14].png>South Park Business Improvement District
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> laura@southpark.la | o. 213 663 1110 | c. 314 956 4425
> Check out our new website: www.southpark.la
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>
> ---
>
> **From:** Alexis H <AlexisH@SproutLA.com>

Date: Monday, December 14, 2015 12:33 PM
To: Laura Hill <laura@southpark.la>
Subject: Re: Intro: Broken Spanish

Hi Laura- This week got pretty crazy for me as my boss is out of the country and I'm holding down the fort. When works in the New Year? Thinking we should still put something on the books now for then :)

Alexis Halejian
Sprout LA // Senior Director
Marketing & Digital
712 S Santa Fe Ave #103, LA, CA 90021
Cell 201.658.2445

On Dec 14, 2015, at 11:09 AM, Laura Hill <laura@southpark.la> wrote:

Alexis,

Did you still want to meet for a drink this week? I could make Thursday or Friday work in the afternoon as well – Friday preferable.

Thank you,
LH

Laura Hill
Communications and Policy Manager

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From: Alexis H <AlexisH@SproutLA.com>
Date: Sunday, December 6, 2015 5:32 PM
To: Laura Hill <laura@southpark.la>
Subject: Re: Intro: Broken Spanish

Hi Laura-

The team hasn't confirmed with me yet. I think it's just that very hectic time of year but I will still try to get an answer for you ASAP. Just didn't want you to only be counting on us or think I forgot :)

Either way, it would be great to meet you and chat further about how we can work together.

I know it's a crazy time of year but would you want to meet at Broken Spanish for a drink post work one evening (can be on the earlier side!) in the next few weeks before the holiday?

Let me know what works. Cheers and thanks so much, Alexis

Alexis Halejian
Sprout LA // Senior Director
Marketing & Digital
712 S Santa Fe Ave #103, LA, CA 90021
Cell 201.658.2445

On Dec 1, 2015, at 1:31 PM, Laura Hill <laura@southpark.la> wrote:

Thank you!

LH

Laura Hill
Communications and Policy Manager

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From: Alexis Halejian <AlexisH@SproutLA.com>
Date: Tuesday, December 1, 2015 1:29 PM
To: Laura Hill <laura@southpark.la>
Subject: Re: Intro: Broken Spanish

No worries- asking the team! Stay tuned!

Alexis Halejian
Sprout LA // Senior Director
Marketing & Digital
712 S Santa Fe Ave #103, LA, CA 90021
Cell 201.658.2445

> On Dec 1, 2015, at 9:55 AM, Laura Hill <laura@southpark.la> wrote:
>
> Alexis,
>
> We are past Small Biz Saturday, so please disregard that portion of my previous email, but wanted to follow up on the possibility of Broken Spanish contributing to the BID's annual meeting on 12/9. Anything would be appreciated. If there is a better point of contact who I should chat with at the restaurant, could you help facilitate an introduction?
>
> Thank you SO much!
>
> Best,
> LH
>
> Laura Hill
> Communications and Policy Manager
>
> <3D339B85-199A-418C-A8FF-06A88821F551[50].png>South Park Business Improvement District
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From: Alexis Halejian <AlexisH@SproutLA.com>
Date: Monday, November 16, 2015 1:23 PM
To: Laura Hill <laura@southpark.la>
Cc: Jessica Lall <Jessica@Southpark.La>, Carrie Cheung <carrie@dtlarendezvous.com>, Priscilla Hsu <priscilla@southpark.la>
Subject: Re: Intro: Broken Spanish

Hi there- Great that you have been working with Danielle on our ops team. I can help with all things marketing. Sure, send over more info on 11/28. I would love to meet but am traveling back to NYC next week when I am from. How is the first week of December? Thanks!

Alexis Halejian
Sprout LA // Senior Director
Marketing & Digital
712 S Santa Fe Ave #103, LA, CA 90021
Cell 201.658.2445

> On Nov 13, 2015, at 12:53 PM, Laura Hill <laura@southpark.la> wrote:
>
> Alexis and Carrie,
>
> Such a pleasure to e-meet you both!
>
> As Jessica mentioned, I am in the process of meeting with each of the businesses in South Park. I oversee all marketing efforts on behalf of the BID. It has been so much fun keeping on top of all of the media plugs for the restaurant – congratulations on all of your recent recognitions and accomplishments!
>
> I also wanted to mention that Small Business Saturday is taking place at the end of the month on 11/28. The South Park BID has been selected to be a Neighborhood Champion, and has agreed to rally our local businesses as part of a larger effort to bring foot traffic to your business. Please let me know if you would like to be included in our list of South Park small businesses and I will share more information on how you can help spread the word as a participant!
>
> Also wanted to ask if you wouldn't mind completing our ~5-10 minute business survey. We are trying very hard to consolidate information on all of our SP businesses to better serve you and the community. Thank you in advance for your time!
>
> Would you like to set up a time to meet next week or the following? Just let me know what works best for you. I am also available for a call.
>
> Looking forward to working more closely with Broken Spanish!
>
> Best,
> LH
>
> Laura Hill

Communications and Policy Manager

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From: Jessica Lall <Jessica@Southpark.La>
Date: Friday, November 13, 2015 8:13 AM
To: Carrie Cheung <carrie@dtlarendezvous.com>, Priscilla Hsu <priscilla@southpark.la>, Alexis Halejian <AlexisH@sproutla.com>, Laura Hill <laura@southpark.la>
Subject: Re: Intro: Broken Spanish

Thanks for the intro, Carrie!

Alexis – pleasure to meet you. We're definitely familiar with the restaurant – one of SP's best! We've been working a lot with Danielle.

I'm looping in our Communications & Policy Manager, Laura Hill. She works directly with all businesses and their marketing teams.

Let us know how we can support you!

Best,

Jessica Lall
South Park BID
Celebrating 10 Years
o. 213 663 1112
c. 213 820 0837

24/7: 866 560 9346

From: <dtlarendezvous@gmail.com> on behalf of "'carrie@dtlarendezvous. com'" <carrie@dtlarendezvous.com>
Date: Thursday, November 12, 2015 at 11:36 PM
To: Jessica Lall <jessica@southpark.la>,

Priscilla Hsu <priscilla@southpark.la>,
Alexis Halejian <AlexisH@sproutla.com>
Subject: Intro: Broken Spanish

Greetings Jessica & Priscilla!

I want to introduce you and connect you with Alexis Halejian, the Senior Director of Marketing & Digital of Sprout LA that owns Broken Spanish.

Alexis,
Jessica is the Executive Director of the South Park BID and Priscilla is the Operations Manager. These lovely ladies are absolutely amazing and have done so many great things for the South Park district. They will be very resourceful and helpful in connecting you with the residents & businesses of South Park.

Happy connecting!
--
Carrie Cheung
DTLA Rendezvous

Email: Carrie@DTLARendezvous.com
Phone: (213) 538-8187
www.DTLARendezvous.com
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